

**NWX-US DEPT OF COMMERCE**

**Moderator: Deborah Rivera**  
**March 11, 2020**  
**10:00 am CT**

Coordinator: Good morning and thank you all for holding. Your lines have been placed on a listen-only mode until the question-and-answer portion. And I would like to remind all parties the call is now being recorded. If you have any objections, please disconnect at this time.

And I would now like to turn the call over to Deborah Rivera. Thank you.  
You may begin.

Deborah Rivera: Thank you so much. Good morning everyone and welcome to another Census Academy webinar series webinar where today we will be learning about women-owned businesses. I will be your host for today. My name is Deborah Rivera and I am a training specialist for the US Census Bureau. So thank you all for joining us.

Joining me today is my colleague Kim Davis and with - along with her we'll be providing technical support to our speaker and sending you some helpful information via the chat, and the chat can be located towards the right-hand side of your WebEx event screen.

And then just a few housekeeping items before we get started here. As always, we are recording this webinar and along with the training materials associated with it, we will be posting that recording to our Census Academy website as a free learning resource so you can always refer back to it. The live question-and-answer session will take place at the end of the presentation and just to mention the posting usually takes us about between three and five business days. So the recording should be up by the end of next week, hopefully.

I would now like to introduce our guest speaker for today, Lynda Lee. And Lynda Lee is a statistician at the US Census Bureau serving in the Data User and Trade Outreach Program for the Economic Management Division. She has experience with many economic programs to include both private and public sectors of the economy.

Her current capacity as a liaison between stakeholders and subject matter experts, includes managing economic program data requests and assisting data users from novice to expert levels with finding and using appropriate statistics and tools. She coordinates the efforts of staff in producing webinars and social media releases of economic data from multiple platforms -- my apologies -- and her experience in quarterly and annual programs is instrumental to her collaboration with external stakeholders to conduct training on this bureau's economic programs.

Thank you so much, Lynda.

Lynda Lee: Thank you, Deborah. Good morning everyone. Thank you for your interest in today's webinar on women-owned businesses. My name is Lynda Lee and I will be your presenter. Today's webinar is recorded and will be posted on our site, [census.gov](https://www.census.gov) found under Census Academy. If you've never been to our site, I highly encourage you to explore the Census Academy where we have

archived all of our presentations, along with corresponding transcripts and PowerPoints.

Let's begin. One of our objectives today is to present the different types of data that is available related to women-owned businesses. I will be providing a general overview of our programs that contain data related to women-owned businesses. I will also providing statistics that come out of these programs and show visualization to connect it with the data. And finally, knowing about the data is great. Accessing the data, well that is a question that we receive a lot from our data users so I will be showing some primary ways to obtain the data that you need.

Along the right side of the slide you can find the location of our archived training materials. I've also included a section on our site where we have visualizations that have been created using our data. Some of our data users find that this is a great resource for their own reports and presentations.

Let's take a look at the outline for today's session. We'll begin with some background information about the Census Bureau. For those who may be new, this will allow you to see the structure of our programs and how the data are disseminated. That way you can know what to expect as you begin your data search. After that we will dive into five of programs that contain statistics on women-owned businesses. And finally, we will close out with how to access and obtain the data that you need.

The Census Bureau is the federal government's largest statistical agency and we collect over 130 surveys each year. Many of you probably know about our population count, the decennial, that is conducted every 10 years. Many people are less aware of all our other activities. Listed on this slide are some of our other undertakings.

In addition to the 10-year's population count, we have the American Community Survey which collects and publishes demographic statistics annually. I will briefly touch on this program towards the end. On the business side of the house, we have the Economic Census. The Economic Census takes place every five years in the years ending in 2 and 7. It is the business counterpart of the decennial.

We also have statistics from the public sector of the economy from the Census of Governance. The Census of Governance is collected the same years as the Economic Census.

So a pyramid is a good illustration of relationships between our business or economic programs. We primarily conduct monthly, quarterly and annual surveys. In looking at this pyramid, you should note that there is an inverse relationship between the timeliness and the detail of the data that we collect. That is the most current data has the least amount of detail while the less current data will contain more amount of detail.

With that being said, the Economic Census is a periodic survey that takes place every five years. It is illustrated here at the bottom of the pyramid because it is the most comprehensive program when you're looking for business data. As you move up the pyramid to our annual programs, you will find that you can use these statistics for analyzing trends. And finally, at the very top of the pyramid from monthly and quarterly programs is where you can obtain other timely data.

To understand economic data Census publishes, you need to be familiar with some key terms that we use. First is the North American Industry Classification System also referred to as the NAICS. This is a system that we

use to classify every business in the United States that is the primary dimension of business employment data that you'll see today. Each physical business location is assigned its own six-digit NAICS code based on the primary business activity at that location.

Each individual business data are then turned into a primary summary statistic that we publish by industry and geography. I've included a couple of slides in the reference section at the end for anyone who may not be familiar with our classification system.

Next is a term establishment as opposed to company or firm. Most of our employment data is collected and published on an establishment level. Collecting the data this way allows us to provide the most accurate picture of business activity. For instance, if a company has both a manufacturing and retail location in many states, separate data is captured from each location and not the company as a whole. If we didn't collect data this way, we would lose the accuracy and geographic and industry detail.

This could be important to you as you may be using data from multiple surveys. So it's good to know what you're comparing when you're looking at the data. Third, we collect data from both employer and non-employer establishments. Some programs only cover employer businesses while others cover both. Employer businesses that have at least one paid employee while non-employer businesses are defined as having no paid employee.

Finally, we are bound by Title 13 and 26 to uphold and protect privacy. As a result, we are able to provide high quality data because respondents are more likely to provide information knowing that their privacy will be protected.

In looking for statistics on women-owned businesses, one of the primary sources is called the Survey of Business Owners. The Survey of Business Owners, commonly referred to as the SBO, contains both economic and demographic components. It covers over 20 industries and the statistics include business owners by gender, ethnicity, race and veteran status for both employer and non-employer businesses.

As you can see on this slide, the frequency of the survey is every five years. The most recently conducted SBO is from 2012. Going forward, the SBO has been folded into another survey that is conducted annually. I'll provide more information on this in upcoming slides.

At the bottom of the slide, the first link leads you to our new data dissemination platform where you will find the SBO data along with all our other statistics from other programs. The second link leads you directly to the SBO homepage.

Here's an infographic portraying data from the 2012 SBO. As you'll notice there are approximately 27.6 million number of businesses with 9.9 million owned by women. Out of these 9.9 million, you'll see that the sector with the highest number of businesses fall into the category of other services except public administration category. And as you look further down, you'll see that each of the sectors vary when it comes to the number of female-owned businesses.

This illustration shows only a fraction of the data type that you get from the SBO. If you're interested in using this illustration or any of our other visualizations, we have a section on census.gov under library where you can obtain our visualizations and infographics.

This slide shows a snapshot of data from the SBO showing that you can obtain some very specific type of information. Here I selected to look at the type of ownership, whether it's family owned or not family owned, by gender, race and ethnicity. Also included are sales receipt and value of shipment information.

The first column shows the number of all firms in health care and social assistance. This includes the number of firms with or without paid employees. In 2012 the data shows that more white females owned health care and social assistance businesses than other types of females. Other dimensions available from the SBO not included here are the number of paid employees for the first pay period to include March 12, annual payroll and number of firms without paid employees.

At this moment I'm going to move along to another program called the annual survey of entrepreneurs, also known as the ASE. We're not done with the SBO just yet. In a few slides I'm going to show you similarities and differences between the two programs along with the release of future data when it comes to both of these programs.

The ASE is collected and released annually. Just like the SBO, you are able to obtain estimates on business owners by sex, ethnicity, race and veteran status. The ASE is able to provide estimates on the number of firms, receipts, payroll and employment for the nation, state and District of Columbia, plus the 50 most populous metropolitan statistical areas.

A unique feature of the ASE is that it has a module component where each year the set of questions within the module are updated. The module includes new questions on relevant topics occurring in the economy. For instance one

year the module may include questions on research and development where the next year it could be a set of new questions on an entirely different topic. Similar to the SBO, the ASE is included in the folding of several surveys into one. More to come on this. And the last ASE was conducted in 2016. I've included ways to access the data for ASE at the bottom of the slide.

Here's an infographic using the ASE data. From the 2016 ASE this illustration depicts the percentage change in number of firms from 2015 of businesses by race, gender and veteran status. In 2016 we see that all firms reported approximately 1% gain with minority firms reporting the most growth of approximately 6%.

And when you look at the comparison by gender, we see that female-owned firms reported approximately 3% gain. When you take a dive into the data from the ASE, you find that in 2016 women owned approximately 20% of all employer businesses nationwide and approximately one-quarter of all women-owned employer firms were minority owned. And when we break down this by race, more than half, approximately 53% of these minority women-owned firms were Asian owned. And finally, we see a dip approximately 5% in the veteran-owned businesses.

This is a simple illustration of the type of information that you can obtain from the ASE. So I wanted to provide an illustration of some types of information you can obtain from the ASE. This is a snapshot of one variable. In this illustration, keeping in track with our earlier example of the health care and social services sector, I wanted to show the class of customers by the types of ownership.

Here we see that in 2016 both female and male-owned it appears that individuals tend to represent more of the customer base for this sector,



followed by state and local government and then the federal government. And as I mentioned earlier, this is only a snapshot. I highly encourage you to check out the data from the ASE to find our more interesting statistics.

So now that you've seen both the ASE and the SBO you may be wondering how are they different and which is best for your needs. This table provides some similarities and differences that could help you decide which is best for you. So going back to the pyramid that we saw earlier, the more timely the publication the less details.

Here we see that the ASE is published annually, therefore it covers the higher level of industry classification at the two-digit level. While the SBO is collected every five years, it's able to provide more details down to the six-digit level. Another big difference is the ASE covers employer businesses. This is defined as businesses that have one or more employees, while the SBO covers both employer and non-employer businesses.

Our non-employer businesses are businesses that do not have employees. An example of these type of businesses could include hair stylist and daycare providers. So each of these programs have value depending on the type of information you're looking for and the level of granularity that you need.

And finally, something I would like to mention is sample design. Although it may appear that both of these programs offer similar information because the sample design are different and that affects comparability of these two surveys. So in other words, when you're doing a trend analysis it's not recommended that you use the SBO and fill in the gap years with the ASE data.

So now that we've touched upon the SBO and the ASE it's a good segue to our next program called the Annual Business Survey. The Annual Business Survey is commonly referred to as the ABS. It is our brand new program that folds together three existing programs. The ABS combines the two programs we previously discussed, the SBO and the ASE, along with another one of our programs called the Business Research and Development and Innovation Survey for Micro-Businesses.

Just as the name suggests, it is a survey that is conducted on a yearly basis. The first release of the ABS is tentatively planned for spring of this year. At this moment we do not have a specific date to provide. One good way to receive news on data releases is to stay connected and subscribe. You'll be able to receive information on new and upcoming data and data products as soon as they are available.

Alternatively, you can also periodically check on the releases of data using the links provided here at the bottom of the slide. With the ABS you'll be able to obtain similar statistics such as data on business owners by sex, race, ethnicity and veteran status that you were able to obtain from the SBO and ASE. The ABS also includes the new module component that we saw earlier with the ASE. So the ABS replaces the SBO and ASE going forward. When you're looking for data on these business characteristics, the ABS will be your go to source.

Although the ABS replaces the SBO and ASE there are merits to being aware of these two programs in case you may want to look at historical data. At the bottom, there are different ways you can access the ABS data. We will go more into details on data.census.gov towards the end of the presentation.

So while we're waiting for the initial release of the ABS, we do have estimates of data that are nicely depicted on this infographic. According to the estimates on this infographic, it appears that in 2017 there are approximately 1.1 million number of women-owned businesses in the United States. I also want to mention at the bottom right corner of the slide you may have noticed an external logo. That's because the National Science Foundation is the sponsor for the ABS program.

So up till now we've been looking at different programs that can provide you data on women-owned businesses. When you have the data from our annual programs, it may be helpful for you to take a look at our most comprehensive source of business data in order to see a big picture as you may be comparing and contrasting different data dimensions. That's where the Economic Census comes into play.

The latest Economic Census is currently being released on a flow basis. It covers almost all the industry codes with the exclusion of agriculture. For statistics on agriculture sector, you would want to contact the Department of Agriculture. We have a full list of exclusions listed on our site. The link is provided here and will lead you directly to the page.

The Economic Census is our most comprehensive source for business data because it contains many dimensions such as business size and franchise status with over 200 data variables. It is a survey that is conducted every five years in the years ending in 2 and 7. The survey includes employer businesses, and non-employer businesses are typically not included in these statistics.

We do have a separate program called non-employer statistics that collect data from businesses that report no employees. You can access our non-employer

statistics right from our site, [census.gov](https://census.gov), or from our dissemination platform, [data.census.gov](https://data.census.gov), which we'll go into towards the end of this webinar.

Along the right side of this slide I've included a snapshot of the types of data that you can obtain from the 2017 Economic Census geographic area statistics. Here you see the health care and social assistance sectors, NAICS 62 is available for the state of Colorado at the six-digit level where you're able to obtain data specific to the type of health care services.

This is only a snapshot. When you explore data, you'll find many of the variables and data you can filter and customize based on your needs. So while the data you see on this slide is from the recently released geographic area statistics, also sometimes commonly referred to as GAS, some of the data you may find may be from our first look.

The first look is our national level release of the 2017 Economic Census data that came out on September 19, 2019. So if you're looking at a particular geographic area and you see the national level, it is most likely that you are looking at the first look data and that the geographic area statistics for the geography that you're looking for has not yet been released. I'll go more into this in a few slides.

Let's take a look at how you can use the data. This is a good illustration of primary uses of Economic Census statistics. Starting at the orange quadrant, this section illustrates that you can use our data to understand business competitiveness. When you move to the outer ring, you see examples of some specific uses. So I work in the outreach area for the economic side of the house and we find that many of our data users use our data to growth their businesses by comparing what other businesses like theirs are doing.

The data allows these business owners to make more informed decisions. The Economic Census data can provide information for investment planning and other types of local economic development. As we move clockwise, you'll see other uses of the data will depend on your research needs. The green quadrant illustrates that you can use Economic Census data to find information on business location and size in order to assess emergency management. And in here we see that the characteristics of businesses could help provide data on franchising.

From our earlier SBO slide we see that a large number of female-owned businesses are concentrated in the health care and social assistance sector. When you look at the data from the 2017 Economic Census, you can compare how women-owned businesses fare in comparison to the national or other geographic level data. Excuse me.

Here's a snapshot of a search that I did with our recently released 2017 Economic Census. The first column shows that health care's social assistance sector is represented by NAICS 62. And as you drill down to the three-digit level, you can obtain more details. In this case NAICS code 621 is a break out for ambulatory health care services.

In the red circle you'll find some of the variables that you can obtain from this program. If you're looking for sales, value of shipments or revenue, the Economic Census is a good source for you. And the variables shown here are only the tip of the iceberg when it comes to the Economic Census.

Because we are releasing our statistics by geography, we have created this interactive visualization to help our data users. This infographic will allow you to easily find out exactly what has been released so you don't have to spend time looking for something if it has not been released yet. The map

shows releases by sector - by state and sector. To begin, all you would have to do is select the sector from the menu to see which states have released data for that sector.

The peach color indicates release of data for a particular geography. If the hexagon is not filled this indicates that the data for the state has not been released. In some instances you'll see that the hexagon is partially filled. This means that some of the data have been released for the state but not all of it has been released.

One of the neat features includes the ability to hover over the state and see a pop-up window that has the data for the state and sector. And finally, the doughnut chart at the bottom right displays the percentage of states released for the selected sector. This is available to you on our site, [census.gov](https://www.census.gov). There's also a link at the bottom here that leads you directly to this page.

So what's new for the 2017 Economic Census? For our audience members familiar with our past Economic Census, we have new content that would be helpful to know. We have updates to the geographic areas. The updates include areas defined as new geographic areas as well as areas that have been dropped off due to annexations and various other reasons.

We have provided ways for you to search and find out exactly what has been added and/or removed so that you can know when you're comparing an area you know that you're comparing apples-to-apples from one year to the next. We also have updates for the North American Industry Classification System. On [census.gov](https://www.census.gov) you'll notice that we have a section called Find a Code where you can look up specific NAICS codes.

Here you'll have access to the 2017 NAICS manual along with previous editions as far back to 1997. You'll also find many other helpful documents posted here. Another feature of the 2017 Economic Census is the North American Product Classification System, also commonly referred to as NAPCS.

In the 2012 Economic Census, NAPCS provides detailed breakouts of products made and sold and services provided in a separate table by sector. For the 2017 releases, the product lines are available by cross-sector. You will be able to obtain product line data from the Economic Census by November of 2020. And for a more detailed explanation please visit our site and explore under Economic Census.

In 2017 we also have a new disclosure rule that may or may not affect your data search. In one of our earlier slides we had mentioned Title 13 and 26 to protect privacy of our data respondents. Our new disclosure rules mandate that we add another layer of extra security and in some instances if you're looking at the lowest level of data, you will find that the data has been suppressed. For anyone who may be interested, the details is also listed on our site.

And finally another important new item is the dissemination of our data on our new platform accessible by visiting [data.census.gov](https://data.census.gov).

I like fun facts and various factoids. If you haven't already subscribed, I highly encourage it. This is an example of a fact that we put out on the professional scientific and technical services from the recently released 2017 Economic Census for the state of Colorado.

So as I mentioned earlier, right now we are currently releasing the 2017 Economic Census on a flow basis. In September of 2019 we released our first

look series where you are able to see the statistics on a national level. Right now we are currently releasing the geographic area statistics. The release schedule is available on this slide, as well as our website. I've included a link at the bottom that leads directly to the planned data product release schedule.

Now I stress the word planned. Some of these releases could come out earlier than anticipated so you may want to check the site and stay connected with us to find out the latest releases.

So far we've covered our economic programs where you're able to obtain business data on women-owned businesses. It wouldn't be a complete picture if I did not include data from our demographic side of the house. As I briefly touched on in an earlier slide, the American Community Survey, also commonly referred to as the ACS, is our annual survey that counts our population and related housing characteristics.

This slide is a - shows a nice content overview of the type of information you can obtain from the ACS. As you can see under population, we have statistics characterized by social, demographic and economic categories. This is a survey collected from the general population as opposed to from businesses. You'll see that the economic category has variables that are unlike those that you are able to obtain from our business surveys.

We do have housing statistics on the ACS and if you're not familiar with the ACS, when you have a moment I highly encourage you to check out the - what the ACS has to offer. And regarding geography, the ACS, like other programs, is able to provide statistics at the national, state and local level. An added component is that the ACS can provide data all the way down to the census tracts and block levels.



Now that you've seen data related to women-owned businesses, let's take a look at how to get the data you've seen today. One of our most user-friendly data tools is called the census business builder, also referred to as the CBB. So there are several ways you can access this data tool. First you can simply type in census business builder into a search engine and open it that way or you can go to our site, census.gov, and access the tool from there.

So when you reach the main page of the CBB under the version number you're given the choice of two different versions. The first is a small business edition which presents data for a single type of business at a time. The other choice is the regional analyst edition with the data for all the sectors are presented at the same time for areas you specify.

What's great about the CBB is it is a data tool that continually gets updated with new features and if you see a feature that you would - you found - that you find could be helpful to you as a data user, there is a feedback link where your suggestions are reviewed and in many cases we were able to implement.

This is a screenshot of the small business edition. So as I mentioned earlier, the tool is user-friendly. Here you'll see that there are two questions to answer. The first question is on the industry and the second question is on the geography.

This is a screenshot of the small business edition once you've answered the two questions and select Go to Map. Shown in the red circle, I've selected home health care industry for the state of Colorado. You may have noticed with the drop down menu - drop down arrows, the CBB allows you to change your industry, location, map variables and other filters within the tool itself.

Circled in orange you can customize your geography within the tool as well. And in the green circle you have the option to do various things such as download maps, change the reference layers and so on. And along the bottom of the slide, we have the demographic information displayed.

If you look in the bottom left you'll find that there is a Create Report button. This is a feature that was available to you earlier and we put the button here so you can access the report without having to back out of this screen. Let's take a look at a sample.

Here's a snapshot of part of a report. The illustration in the back shows the content of the report circled in red. The report is segmented into sections called My Potential Customers, where you'll find demographic data based on selections and filters you selected. You'll next see the business summary where you'll find business data. And then there's a section on building permits and consumer spending.

The illustration on the front on the right side of the slide is a snapshot of the business summary. Here we provide a graph for data points so you can easily see the information in an illustrated format. I highly encourage you to take a look at this data tool and explore it. There are many helpful features and the information you can obtain have been used in reports and business plans by our data users.

What I mentioned today is only a fraction of this tool. On [census.gov](https://www.census.gov) we have many tutorials and videos on using the tool if you're interested in learning more.

So here's one of our newest ways to search and access census data. It's called [data.census.gov](https://data.census.gov). It's our newer platform where you're able to obtain and

search for census data with a similar feel to a standard search engine. When you access [data.census.gov](https://data.census.gov), you will see this main page. Here you can see that we've inserted the text women as a search term.

And the search results are available to you in various ways. You can see all the information available or you can choose to see it in a table, map or page format. On this example we see the demographic variables for women available from the American Community Survey. And while you're looking at the data, if you have questions on specific data itself, you can always contact us.

This page shows a partial list of search results of tables that have the variable women included. You'll notice that these two tables are only two out of 2,442 tables available related to the search term women. And of course the tool allows you to select additional criteria and filters so that you would not have to look through all 2,000-plus tables to find what you need.

And here are screenshots of results found under maps and pages. Similar to the search results for tables, these items are displayed either as a map or directs you to a page that has more information on your search.

Before I wrap up this session, I want to provide this compound information page for the American Community Survey. We highly encourage you to sign up for alerts for all the topics you're interested in. That way when we have new data releases or news to share you'll be the first to know.

Thank you everyone for taking the time out of your busy day today to attend today's webinar on women-owned businesses. If you have questions about programs you've seen today, please do not hesitate to contact us and we will

put you in contact with our subject matter experts so you can have your questions answered.

My contact information is here as well and if you have questions regarding the 2020 decennial census, please use the numbers provided here. Before we begin Q&A, please note that if you would like to schedule training in your area, we have data dissemination specialists that would be able to assist.

And at this time, operator, do we have questions in the queue?

Coordinator: I'm showing no questions at this time. And if you would like to ask a question, please press \*, 1. Please unmute your phone and record your name clearly when prompted. Once again that is \*, 1 if you would like to ask a question.

And our first question today is from (Martha).

(Martha): Hello?

Lynda Lee: Hi, (Martha).

(Martha): Hi. I am wondering if this webinar and the other webinars you present are available later saved somewhere that you can get at any time. I started this one late and missed most of it I think.

Deborah Rivera: Yes. Hi, (Martha). My name is Deb. So, yes. This - we are recording this webinar and it'll take us probably about five business days or so to post it but it will be available in the Census Academy website under recorded webinars. And what we can do is, just for everyone's benefit, we can send that link through the chat where the webinar will be posted.

(Martha): Okay. Thank you.

Deborah Rivera: You're very welcome.

Coordinator: Thank you. Our next question is from (Sati).

(Sidney): It's (Sidney) actually.

Coordinator: Go ahead. Your line is open.

(Sidney): Hi. It's (Sidney). I was curious. I'm trying to determine the number of minority-owned and women-owned small businesses in the San Francisco Bay area and I'm wondering if there's a way to identify that using the tools that you shared with us. Is there any direction you could offer on that?

Lynda Lee: Sure. I can give you general information right now and if you'd like to explore it on your own and we can also touch base offline. So basically you can use our tool. First and foremost before we go into it is that the Census Bureau does not define the definition of small businesses. We do provide data that you can use to define what a small business is to you and the type of information that we do have that you can use to define would be based on revenues or based on employees, the number of employees, and there are other criteria that you can look into as well.

So basically if you're looking for a specific area, you would use our data tool and you would go in and specify what - specify the geography and then specify the variable that you are looking for such as let's say you're choosing to define your small business as a business that has a certain number of employees, then you can specify that as a criteria. If you'd like to contact me, I

can walk you through or we could talk over the phone some more, if you'd like. I could show you exactly how to get that data.

(Sidney): Yes, that would be great. Is this Lynda I'm speaking with?

Lynda Lee: This is Lynda.

(Sidney): Okay. Great. I see your contact information here so I'll send you an email now. Thank you so much.

Lynda Lee: Thank you.

Coordinator: Thank you. Our next question is from (George).

(George Autiby): Yes. This is (George Autiby) and my question, I have two of them. One is a contact because I work very close with the Office of Minority and Women-Owned Businesses here in the state of Colorado. We're trying to develop a report and I was hoping we could do a training session with the women and minority chambers. But in addition to that, I'd like to know how soon will the women and minority data be out because I know '17 was the year they did census. I was wondering how much longer do we have to wait for that data to be available.

Lynda Lee: Sure. So based on your question, you're looking specifically for the variable women and minority-owned, right?

(George Autiby): Well it would be the data itself, when it will be coming out and then how I can get contact with somebody to help do some training out here in Colorado with the minority and women-owned chambers.

Lynda Lee: Okay. So I was just trying to make sure that I understood the question correctly. Okay. So based on what you said, the information that you're looking for is going to come from our annual business survey and that is the survey that I had mentioned where it's supposed to come out in the spring of this year. We do not have a specific date as of this moment and so if you're signed up with Census, you'll get information on when our data will be released. So.

And regarding getting training, if you use the contact information here on this slide, the census data dissemination specialist for your area, you can call that number and get - have training provided in your area.

(George Autiby): Outstanding. I sure appreciate it because it shows Kim Davis and it shows Lynda Lee. The Lynda Lee has a 301 number. I don't see any other - oh wait, I'm sorry. I stand corrected. I see another number here. Okay. Thank you so much.

Kim Davis: Hi, (George). This is Kim Davis. If you send an email to the [census.askdata@census.gov](mailto:census.askdata@census.gov) I will get that and respond to you for Colorado.

(George Autiby): Outstanding. (Kim), I sure appreciate your help on this.

Coordinator: Thank you. Our next question is from (Jay Smith).

(Jay Smith): Good morning. Thank you. I have a question in reference to some data that you were referring to micro businesses. I apologize, I was not looking at the webinar, I was just listening in. Can you tell me what report that was and how Census is defining micro business?

Lynda Lee: Sure. Actually that is a survey that was one - so the annual business survey has folded three different surveys, being the survey of business owners, the annual survey of entrepreneurs and I believe you're referring to the business R&D for micro businesses. So that has now been folded into the ABS. I do not have in front of me how they define micro businesses but what I can do is if you send me an email, I will forward your question over to the area that collects that data and let them provide the definition to you directly.

(Jay Smith): Thank you. I appreciate it.

Coordinator: Thank you. Our next question is from (Colby).

(Colby): Yes. Hi. Thank you for this training. So I have two questions. First is this - is the data publically available? That's number one. Then number two, by entrepreneurs does it include 501C?

Lynda Lee: Okay. So yes the data is publically available and if - so your question refers to entrepreneurs. I do not have the specifics of that definition in front of me and just with - the same as the previous caller, if you send me a message, I will go ahead and send your question off to that area and they can answer you directly. But the data is available publicly and if you're referring to the ABS, that's going to be something that's coming out this spring.

(Colby): Okay. Thank you.

Coordinator: And our next question is from (David).

(David): Hi. This is (David) me or is there another (David)?

Lynda Lee: Hi, (David). How are you? We can hear you.



(David): Oh, great. Oh, cool. I sent a message to (Kim) incidentally that I'm actually from the SBA and for the people who are looking for size standards for businesses they can just do a Google search and put SBA table of size standards and then you can get the definition of small business as well as micro businesses, because all the other agencies in the government pretty much use the SBA definitions because of small business contracting and all those sorts of programs.

So you can get the table of size standards. Just do a Google search: SBA, table of size standards. And incidentally for the one asking about micro businesses, we at the SBA define that as one to nine employees. That's a micro business.

But anyway, my question was where do we do - where can we send feedback or ask about changes being - that we could request for the Census Business Builder, specifically the regional analyst one?

Lynda Lee: Sure. So when you're on a site, the Census Business Builder within the tool itself, there is a Send Feedback link in the upper right-hand corner.

(David): Okay. So we just include there what we want and it'll go to the right person?

Lynda Lee: Yes. It actually leads directly to the project manager and he's very responsive and, as I mentioned within the webinar, we have - we view the feedback and we really do consider some of the items. If we are able within our power to implement it, we usually do.

(David): Okay. All right. Thank you.

Coordinator: Thank you. And our next question is from (Thomas).

(Thomas): Hi. I just wanted to know if you guys had women-owned businesses by ward in D.C.

Lynda Lee: So by ward? I would venture to guess no but that's a definitive answer. Okay. Send me - what I want to do is I want to double check on that for you but at this moment I want to say no. But I want to double check within the system so send me an email and I will double check for you and send the information back.

(Thomas): Okay. I'll do that. And this is Lynda?

Lynda Lee: Yes.

(Thomas): Okay. Thank you.

Coordinator: Thank you. Our next question is from (Elisha).

(Elisha): His. Good morning everyone. I just wanted to know whether the presentation is going to be shared.

Deborah Rivera: Yes. Hi. So you...

(Elisha): The actual PowerPoint that you're using online, will you be making that available or just the recording?

Deborah Rivera: It will be the recording, the PowerPoint presentation and a written transcript.

(Elisha): Thank you very much.

Deborah Rivera: You're very welcome.

Coordinator: Thank you. Our next question is from (Victoria).

(Victoria): Yes. Hi. This is (Victoria) from the SBA. I was wondering whether the data that you've presented from the SBO and also from the ASE and now folded into the ABS if there's going to be any comparability at the top line level?

Lynda Lee: So when you say comparability do you mean like what I had mentioned earlier where if you - since the SBO is published every five years and then using the ASE to fill in the gap years? Is that what you mean, like how...

(Victoria): Well what I mean comparability is so for example if I wanted to look like for let's say the last five or seven years and said okay even though this is the ABS has said the total number of women-owned businesses, let me say it's like 2.5 million, and to say something like in 2005 that was an increase of X, Y and Z. Is it comparable on that level or have the definitions changed?

Lynda Lee: So what you - that's a good - so we do have mathematical statisticians here at the Census Bureau and that's a methodology question that is probably best handled by them. So send me an email and I will let them know that you have a question on that. At this moment I could provide an answer but I do not want to provide a wrong answer.

(Victoria): Okay. Sure. And this is Lynda that I'll be sending this to?

Lynda Lee: Yes.

(Victoria): Okay. Will do. Thank you.

Coordinator: Thank you. Our next question is from (Ruquia).

(Ruquia): Yes. This is (Ruquia) (unintelligible). Can you hear me?

Lynda Lee: Yes.

(Ruquia): All right. Wonderful. My question, I didn't hear anyone mention anything about non-profit. Non-profit businesses can utilize this information as well, can they not?

Lynda Lee: When you see utilize do you mean use the data to decide what they'd like to do with their businesses in terms of decision making?

(Ruquia): Yes, especially when using that information to - for grant writing, acquiring more funds to advance projects that are pandemic to eradicate this pandemic of trauma that's going on in our communities. Will we be able to utilize that data?

Lynda Lee: I see. What specific type of data are you, like variables are you looking for?

(Ruquia): It would be variables on the effect trauma is having from the youth.

Lynda Lee: Okay. So let me try to answer your question based on my understanding. I think you're asking me if non-profits can use the data. Certainly non-profits can use the data to assess the economic condition and also at the same time we have on the Census Business Builder, the data tool that was shown today, many people have used the information that they have obtained from the CBB to write up and draft reports, even to secure a financial loan for - because it does support many of the items that you would need to - when you draw up that type of document.

Regarding the pandemic, I'm not too sure what you mean by that. If you're talking about emergency management, we do have a whole part on our - section on our census.gov site on emergency management and you can see how - you can go there and explore and see how that might be what you're looking for.

(Ruquia): Fantastic. I wanted to make sure that when pulling this data that it would be seen not as something to manipulate what you want it but actual facts of what is because that's what...

Lynda Lee: Sure. And I understand that completely and that's part of our mission here as well at the Census Bureau where we just provide facts and we do not provide any type of information where we've manipulated it to say a certain things so completely you can trust that the data is sound.

(Ruquia): All right. Wonderful. It actually helps with the non-profit. We can't afford to bring in private anything (unintelligible), especially in - with the limited way in which we use the funds to make sure that we're getting it out - most of the money out into the community to help them rather than to the administrative costs. So this would be extremely helpful. So I appreciate that you have let me know that this data is just the facts, ma'am, just the facts.

Lynda Lee: Right. And in fact if you called and asked us, sometimes people do call and ask us to forecast and we don't provide that type of - or opinions on what we think the data means, or. We don't do that just because we - that's up to interpretation and that's not our mission.

Coordinator: Thank you. Our next question is from (Kathleen).

(Kathleen): Hi. So my question is, is - do - does the data from these various programs change over time or is it pretty much set for the next 10 years?

Lynda Lee: Oh, okay. So when you say data do you mean do we have new data or is the same variable is the same variable over time?

(Kathleen): Do you have new data that's being kind of integrated over the course of the next - yes, several years.

Lynda Lee: Yes. Okay. So yes on that. So every time that we put out - so it takes a lot of planning and we do incorporate what is happening within the economy. So for instance I'll give you a good example for our classification system. So back in the days where we did have beepers, we did put out a code for beepers where you can find information on beepers itself and now since that's gone to the wayside that - the beeper information and data it's still collected but it's folded into a larger category.

So we're very responsive in terms of what's going on in the economy. So we do add questions such as within that American - I mean the ABS, Annual Business Survey, the new one, that survey I mentioned that will include a new module each time, and those type of questions are actually based on what is occurring in the economy typically.

(Kathleen): I see. Okay. So, yes. Then the data that we see today will be different say if we look at it in two years from now.

Lynda Lee: If you're talking about let's say you're comparing apples to apples, of course data vary but if you're talking about including new data, that is also updated. For instance I actually was taking a look at the annual business survey questionnaire that is also available to you online if you go on our site and I did

notice that there were questions on the cloud which probably didn't exist 10 years ago on a questionnaire. So, yes. It is very responsive and there are new items included and obsolete items are of course sometimes taken out.

(Kathleen): I see. Great. Thank you.

Coordinator: Thank you. Our next question is from (Sarah).

(Sarah): Yes. Am I on?

Lynda Lee: Yes.

(Sarah): Okay. Yes, I had a question about the move from American fact finder to the data.census.gov. I was looking specifically for some Census 2000 summary files and they are available on American fact finder. That's being retired in about three weeks. It's currently not on data.census.gov. Is - are there plans to get everything moved over in time?

Lynda Lee: Great question. So from what I found out is that what's going to be on data.census.gov migrated over from the AFF site I believe it's, depending on the survey, I believe it's either 2012 or 2007. I'm not sure which year at the top - off the top of my head right now. But there is a definitive cutoff date when the items that are not being migrated over and the historical data prior to the year is going to be on our FTP site.

(Sarah): FTP site. Okay. Thank you. I was just worried it was all going away completely. Thank you.

Coordinator: Thank you. Our next question is from (Stephanie).

(Stephanie): Good afternoon everyone. Please forgive me if I missed this but I noticed in the conversation about the SBO data that it says the data is available every five years but the data that you displayed was from 2012. Is there an updated version that we'll receive or are they going to release additional information this year?

Lynda Lee: Yes. Okay so what happened there is that what you would typically obtain from the 2017 is now what you're going to be able to find on the annual business survey. So in - so the annual business survey collects data - well it's going to be published for the first time this spring and data collection occurred for the year 2017. So you're going to be able to find the information that you need on the annual business survey instead.

(Stephanie): Okay. But the data that was on the screen was from 2012. So you do have to 2017 that you can share with us as well?

Lynda Lee: Not from the SBO. Its' going to be folded - so you'll be able to find it only from ABS.

(Stephanie): Only the ABS. Okay. All right. Thank you.

Coordinator: And as a reminder to ask a question, please press \*, 1. Please unmute your phone and record your name clearly when prompted.

And our next question is from (Vernata).

(Vernata): Yes. Good afternoon. I run a tech-oriented business in a South Carolina locality and I offer business consultations and web development services for mostly women and minority-owned businesses and businesses for handicapped individuals. And I need to know whether or not your data is so



aggregated that whether or not I'm able to obtain information that will help me select my - according to my ideal customer.

Lynda Lee: Oh, okay. So if I'm understanding your question correctly you are looking for specific names of businesses?

(Vernata): Yes. Would I have to go elsewhere in order to find that granular information and will your data basically give me the general area for where to look?

Lynda Lee: So unfortunately we are unable to provide that information and that is due to our Title 13 and 26 that we must abide by. So that law is just to protect our respondents so that we do not provide any type of personal identifiable information.

So that - so we can provide data at an aggregate level where you are - would not be able to figure out - so for instance, if you were looking in one particular county and there was only one type of business like that or let's say two and you actually are the other person who's the competitor, if we had published the data then you would know what your competitor is doing or how much they're making or what - and other details. And that goes along the same line as publishing names or providing something like that.

But you are able to obtain that type of information using private sources. Now I cannot exactly endorse one company over the other but you can certainly do a search engine and find the companies that are able to sell you lists like those.

(Vernata): All right. Thank you.

Coordinator: Thank you.

Deborah Rivera: And, operator, before you open the line for the next caller, can you please give us a count how many questions we have in the queue?

Coordinator: I just have - we have two.

Deborah Rivera: Okay. We'll take those two questions and then we'll go ahead and end the session. Thank you.

Coordinator: All right. Our next question is from (Patricia).

(Patricia): Good morning (unintelligible).

Lynda Lee: Good morning.

(Patricia): My question is I was a little late joining the seminar. Do you have any information on the types of funding sources for these women-owned businesses?

Lynda Lee: So I believe that at this moment the ASE may but I'm not certain of that so I'm not an expert on the annual survey of entrepreneurs but I believe that the annual business survey may be able to provide that type of information. What I can do is do a specific search for you and see if there is something like that type of information, if you send me an email and I will send it right back to you the information. I believe that the ASE may be able to provide that type of information for you. I'm just not 100% certain.

(Patricia): Thank you.

Coordinator: Thank you. And our next question is from (Joan).

(Joan): Hi. How are you? Can you hear me?

Lynda Lee: Yes.

(Joan): Okay. Excellent. I was going to ask if you gather this type of information for businesses located in Puerto Rico. I know it's quite difficult to get here but since we are a territory of the United States I wanted to check if we have that kind of data.

Lynda Lee: Okay. So the Economic Census we do have Economic Census of the island areas. I believe that may be the only program that covers the island areas. I do - I believe the other programs that we mentioned today are - do not cover Puerto Rico.

(Joan): Can you repeat that one again, the one that covers Puerto Rico?

Lynda Lee: It would be the Economic Census of the island areas.

(Joan): Economic census. Okay. I'm writing it down. Okay.

Lynda Lee: And I can send the link through the chat as well.

(Joan): Oh excellent. Thank you very much.

Lynda Lee: You're very welcome.

Deborah Rivera: Okay. Do we have any other questions in the queue?

Coordinator: No. No further questions in the queue.

Deborah Rivera: Okay. Great. Thank you. All right. Well first of all I would like to thank Lynda Lee. Thank you so much for being with us today. The information that you presented is incredible. We've already had some feedback over the chat that, you know, we've opened a new world of data for a lot of young entrepreneurs out there. So thank you for the presentation today and thank everyone for joining us over the phone and through the WebEx.

Just as a reminder, we will be having the transcript, the PowerPoint slides and the recording of the webinar posted on the Census Academy site in just about a week or so, maybe five business days, hopefully less, but otherwise make sure to check back and see when it might be available. And, yes, we'll go ahead and conclude today's session. Thank you again.

Coordinator: This does conclude today's conference. You may disconnect at this time.

END